

*SOUTH BAY ASSOCIATION OF INSURANCE PROFESSIONALS
November/December 2020 Newsletter*



November/December
2020
NEWSLETTER

Believe

Believe in what you do – Do what you *Believe* in

Now that we are really getting into Fall, I hope everyone had a spooky Halloween and nice and safe Thanksgiving!

I hope you can attend our first Virtual Holiday Party on December 15th at 6 p.m. Please remember to bring your favorite holiday decoration or ornament to tell us about and have a second device (i.e. smart phone or iPad) handy to play virtual holiday bingo. Of course dressing festive is highly encouraged. If you did not receive the Punchbowl invite to RSVP, you can access it from our website www.southbayaip.com.

While this pandemic has gone on much longer than any of us anticipated, I hope you continue to stay safe and healthy. I really hope you can participate with us virtually as much as possible until we can be together in person again.
In fellowship,

Sarah Jane Jara

Sarah Jane Jara, CLP
South Bay Association of Insurance Professionals, President



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LEGACY FOUNDATION REPORT

November 12, 2020

Dear Legacy Foundation,

The South Bay Association of Insurance Professionals hosted the 2020 California Council Meeting virtually offering Education courses on Friday, October 9, 2020, which the \$275 Grant from the Legacy Foundation help fund for a 4-hour CLP Course, Succession Planning. This course was very successful with 3 attendees taking the exam within the week after the course and passed. Also, for 1 of these attendees it was their last course and has officially completed the CLP requirements obtaining the designation. We had 13 attendees total and the Legacy Foundation was acknowledged when the attendees signed up, letting them know that the course was sponsored by the Legacy Foundation. We also acknowledged the Legacy Foundation during the class audibly and in the Zoom chat box. We also acknowledged this grant during the virtual Welcome Party on Friday, October 9, 2020 audibly and in the chat box. Lastly, we acknowledged the Legacy Foundation during the California Council Meeting on

Saturday, October 10, 2020 audibly and in the chat box.

Let us know if there are any further questions or concerns.

Thank you,

Sarah Jane Jara, CLP
SBAIP, President

CAREER ADVISORY



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MEMBER NEWS:

NOVEMBER BIRTHDAYS

Keri Thompson November 17th

DECEMBER BIRTHDAYS

Silvia Gomez December 9th
Jennifer Deinert-Peterson
December 26th

JANUARY BIRTHDAYS

CONGRATULATIONS

Freddy & Laura Rodriguez – Mateo Rodriguez



GET WELL WISHES

Condolences

Jody Nishida – heart felt sympathy to you and your family for the loss of your mother.

MEMBERSHIP

December Renewal

Ryan Soriano December 11th

January Renewal

DON'T FORGET TO RENEW YOUR MEMBERSHIP!

Jennifer Deinert-Peterson

If you have not renewed your membership, please take a moment to renew. I can help you through the process. I would like to encourage each us to begin to invite potential new member in this upcoming year. Membership has its perks such as various education discounts that can be found on the IAIP website. Thank you all to have renewed. I look forward to seeing you in the near future when we can meet in person.

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WAYS & MEANS/PHILANTHROPY

Let us know of any interesting fundraising events that can benefit our association. Due to the pandemic, our fundraising has dropped below our normal limits.

We are also looking forward to the Walt to End Alzheimer's to be held on 9/26/2020 at the Hermosa Beach Pier. At this time, it appears that the walk will proceed as scheduled. We also have the Long Beach Basket Brigade coming up in November. More information will follow as we get closer to the date.

Any and all ideas are welcome.

VOLUNTEER TO WORK ON A COMMITTEE

Do you have a hidden talent that could help our Association and its members? See what SBAIP is about. We are always looking for new energy from our members either to chair a committee or assist as a committee member for ByLaws/Parliamentarian, Career Advisory, Communications/Public Relations, Hospitality & Reservations, Philanthropy/Ways & Means, Young & New Professional Liaison.

Remember – It takes a Village. If you are interested, please contact Sarah Jane Jara at sarahjane.jara@redbull.com

COMMUNICATIONS

We are looking for articles which would be of interest to any and all our members whether it be insurance updates for Personal Lines, Commercial Lines, Risk Management, Safety, Claims or Litigation.

Do you have an interesting article or picture you would like to share, please forward to Jody Nishida at jodynpal@gmail.com.

CONGRATULATIONS TO THE WINNER OF THE CA COUNCIL MEMBERSHIP DRIVE FOR 2019-2020

Congratulations to our own Diane Carmain for winning the Membership Drive. We would like to thank you for your donation of the winnings to the IAIP Legacy Foundation.

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SAVE THE DATE



December

15th SBAIP
Virtual Holiday Party

25th



February

14th



January

1st



March

17th



Watch for notices of SBAIP meetings to be held in 2021

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<p>Investigate & Analyze Investigate and analyze all property damage and prepare a well-documented repair cost estimate.</p>	✓	<p>Inventory, Research & Price Inventory, research, and price all damaged or destroyed contents.</p>
<p>Coordinate Coordinate all inspections and meetings with the insurance company representatives, including their outside consultants.</p>	✓	<p>Prepare Prepare initial business interruption claim and communicate with the insurance company adjuster and their forensic accountants.</p>
<p>Present & Support Present and support a detailed itemized claim package to the insurance company in order to negotiate and expedite the best possible settlement.</p>	✓	<p>Elevate & Strengthen Elevate your position in a competitive market, increase your relevance, and strengthen your reputation and client relationships.</p>

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3 Practical Steps for Reaching More Millennials Online

Chuck Blondino/ **Director, Agency Capabilities and Programs Safeco Insurance**

These days, digital engagement is a key part of marketing your agency and serving your customers. Millennials especially use digital channels to find and engage with agents.

According to a [recent survey](#) conducted by Liberty Mutual and Safeco Insurance, **79 percent** of millennials who don't currently use an agent say they could see themselves learning about an IA through digital engagement.

Below are a few practical ways independent agents can reach more millennial customers online. For more insights and advice, read our new report: "[Engaging Millennial Insurance Consumers Online.](#)"

1. Invest in a modern, mobile-friendly website

Your agency's website is often the first impression potential customers have of your agency – serving as a kind of digital storefront. A website serves as a way to legitimize yourself online. While it doesn't have to be fancy, it should be well-designed, mobile friendly and easy to find.

Investing in mobile-responsive website design, search engine optimization and online quoting tools can help you make a good impression on potential customers.

Consider factors such as:

- Where does your agency show up in Google search results? How easy is it for people to find your agency online?
- Is your website mobile responsive?
- Is your website easy to navigate? Does it include clear calls to action and make it easy for people to find the information they need and get in touch with you?

There are many resources available for improving your website and SEO. For example, Liberty Mutual and Safeco agents can access tools such as [SearchScore](#), a quick assessment tool that gives you an overview of how well your website is currently performing for your agency.

2. Encourage and respond to online reviews

Positive online reviews make your agency more visible online and give you more credibility in the eyes of millennial consumers.

Prompt clients to leave you reviews on Google, Facebook or other review platforms. You could ask customers to leave a review during the onboarding process, or you could hold a giveaway to incentivize more reviews. Be sure to respond to reviews (both positive and negative) to show that you're listening.

Take advantage of carrier programs and classes such as [Liberty Mutual](#) and [Safeco's online webinars](#) to help you craft a winning online review strategy.

3. Hire and train a dedicated marketer

When your team is busy, marketing can easily fall by the wayside. A dedicated marketer can help your agency improve its digital presence to connect with more potential clients and communicate more effectively with your existing clients.

A marketer can also bring in qualified leads and help your agency grow. Liberty Mutual and Safeco research found that more than half of the fastest-growing independent agencies had a dedicated marketer on staff.

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Kathy Marshall, Fashion Stylist
KathyMarshall.com

Personal Style
Bridal Image
Body Profile
Personal Shopping
Interviewing Technique
Make up Lessons

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COVID TESTING

Testing is currently recommended if you:

- Have symptoms of COVID-19.
- Were asked by LA County Department of Public Health to get a test because of a contact tracing or outbreak investigation.
- Were in "close contact" with someone who has COVID-19 in the past 2 weeks.
- Work or live in places such as skilled nursing facilities, group homes, residential care facilities, correctional facilities or homeless shelters.
- Are a person experiencing homelessness.
- Are an essential worker with frequent contacts with the public in the following areas: health care, emergency, food and grocery services, factory workers in food and retail, public transportation, and education.
- Don't have symptoms but believe you may be infected now because you were exposed to people who were sick, were around many people who were not wearing face coverings, and/or were not keeping safe distance in the past 2 weeks.

